



# CITY OF PITTSBURGH

## Department of Law

William Peduto, Mayor

Celia B. Liss, Open Records Officer

November 7, 2018

Lucas Smolcic Larson  
Muckrock.com  
Dept MR 61815  
411A Highland Avenue  
Somerville, MA 02144-2516

**RE: RTK No. 03-04-2018**

Dear Mr. Larson:

On October 1, 2018, the City of Pittsburgh Open Records Office received your written request for records pursuant to the Pennsylvania Right-to-Know Law (RTKL), 65 P.S. §67.101 *et seq.* Your specific request is as follows:

*The following documents relating to the operation of electric scooter (e-scooter) sharing systems within your city:*

- 1. copies of regulations, policies, or ordinances governing the operation of e-scooters and/or e-scooter shares within city limits, on a permanent or pilot basis*
- 2. applications or requests by electronic scooter companies to operate within city limits, including all attachments, submitted between January 1st, 2017 and the date this request is fulfilled*
- 3. data sharing agreements between the city and any past or present e-scooter operators in effect between January 1, 2017 and the date this request is fulfilled*
- 4. impound lists, logs, or registers of electric scooters impounded by the city*

Upon investigation, the City's Open Records Office was able to locate the records enclosed herein. We have records of Item 2 of your request only, which are enclosed. No other responsive records exist. To the extent anything requested does not exist, the RTKL instructs that the City is not required to create records which do not currently exist. See 65 P.S. §67.705. Additionally, nothing in the RTKL shall be construed to modify, rescind or supersede any of the City's record retention policies. See 65 P.S. §67.507.

If you feel that any aspect of this response to your request is in error, you may take an appeal by writing to Erik Arneson, Executive Director, Office of Open Records, Commonwealth Keystone Building, 400 North Street, 4<sup>th</sup> Floor, Harrisburg, PA 17120. If you wish to take an appeal, you must do so within fifteen (15) business days of the date of this letter. See 65 P.S. §67.1101.

Sincerely,

Celia B. Liss  
Open Records Officer

# Re: Bird Pittsburgh Permit Application

Pazuchanics, Alexander

Fri 7/20/2018 12:58 PM

Sent Items

To: Broadwater, Amanda <amanda.broadwater@pittsburghpa.gov>; Ricks, Karina <karina.ricks@pittsburghpa.gov>;

Thanks. I got it as well and will review this weekend.

Get [Outlook for iOS](#)

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**From:** Broadwater, Amanda  
**Sent:** Friday, July 20, 2018 12:02:10 PM  
**To:** Pazuchanics, Alexander; Ricks, Karina  
**Subject:** Fw: Bird Pittsburgh Permit Application

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**Amanda Purcell, P.E.**  
Municipal Traffic Engineer  
City of Pittsburgh  
Department of Mobility and Infrastructure  
414 Grant Street  
Pittsburgh, PA 15219  
412-255-8846 (office)  
412-255-8847 (fax)

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**From:** Miles Schuck <mschuck@bird.co>  
**Sent:** Friday, July 20, 2018 11:05 AM  
**To:** Broadwater, Amanda  
**Cc:** Matthew Kopko; Cameron Kilberg; Clint Johnson  
**Subject:** Bird Pittsburgh Permit Application

Good Morning Amanda,

My name is Miles Schuck and I work in government relations for Bird, a low-speed, electric scooter sharing company based in Venice, California. I have attached a Permit Application which was compiled in response to the Ordinance passed on July 2nd, 2018 that provided the Director of the Department of Mobility and Infrastructure the authority to regulate and issue permits to dockless mobility companies.

We believe that Pittsburgh and Bird fundamentally align in our respective desires to create, grow and support affordable and environmentally-friendly transportation solutions. Our hope is to work with the City of Pittsburgh to offer Bird's scooters in neighborhoods throughout Pittsburgh.

Please let me know of any questions and/or when you would like to set up a meeting for additional discussion. Bird greatly respects the forward-thinking vision of the leaders of Pittsburgh and we are

excited to bring a sustainable, affordable transportation option to Pittsburgh, as we have successfully done in cities across the nation!

Thank you for taking the time to read this email and our application,

Miles

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Miles Schuck  
646-236-1170  
B I R D

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Please note, this submission includes confidential and proprietary information from Bird Rides, Inc. ("Bird"). The information included should be intended for the addressee only and is to solely intended to be used by the City of Pittsburgh, PA in its consideration of Bird's application to become a part of its Shared eScooter Pilot Program.

# Re: Bird Scooters

Pazuchanics, Alexander

Tue 7/24/2018 8:35 AM

Sent Items

To: Marios Kritiotis <marios@salvostrategies.com>;

Cc: Holliday, Serena <serena.holliday@pittsburghpa.gov>;

Marios, great to hear from you! Definitely interested in having the conversation and learning more about the deployment the Bird folks have in mind. This is a hot topic among my crowd around the country, so I'm definitely interested in hearing some lessons the Bird team has learned over the last year or so that they're incorporating into their proposed roll out here.

The week of the 14th seems like it would be a better fit for us. I'll ask Serena to see if she can find us some time on the Director's calendar as well.

Cheers,

Alex Pazuchanics  
Assistant Director of Planning, Policy, and Permitting  
Department of Mobility and Infrastructure  
City of Pittsburgh  
412-639-8423 (m)

*Who's working in my street? Find out on Burgh's Eye View*

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**From:** Marios Kritiotis <marios@salvostrategies.com>  
**Sent:** Monday, July 23, 2018 3:49:26 PM  
**To:** Pazuchanics, Alexander  
**Subject:** Bird Scooters

Alex,

I hope you've been well - it's been a while since we've crossed paths, but I was delighted to see you were working in this department.

Recently, Vanessa and I picked up Bird Scooters as a client, and I know they sent you some preliminary info with the intentions of securing a right-of-way permit for their scooter-sharing app. I wanted to drop you off a hard copy of that packet last week, and ended up talking to Karina for a while about the ordinance, the Scoobi program, and where your department would like to go from here as it relates to this type of transportation. I know you are still getting your head around the Scoobi rollout, and we are in no rush, but I think it would be productive to have someone from the Bird team (Cameron Kilberg, who is fantastic) meet with you and/or Karina to discuss their application info. We are bringing her in for meetings with business folks in August; so if you are free, we think it will really help outline how simple Bird's program is, and they would benefit from a talk with you about your future priorities in this realm of transportation.

Are you free August 14-15-16? We can also do the 8th or the 9th, at your convenience. Let me know which day/time works for you and/or Karina and we will be there.

Either way, I would like to get together soon and catch up! I think we were both a few jobs back last time I saw you. It looks like you've been doing a lot of really cool stuff.

Best,

Marios

Marios Kritiotis  
SALVO Strategies  
Gateway Towers | 320 Fort Duquesne Boulevard  
Suite 140 | Pittsburgh, Pennsylvania 15222  
412-720-5093 | [marios@salvostrategies.com](mailto:marios@salvostrategies.com)  
[www.salvostrategies.com](http://www.salvostrategies.com)

# Re: Bird Pittsburgh Permit Application

Cameron Kilberg <ckilberg@bird.co>

Tue 7/24/2018 9:36 AM

To: Matthew Kopko <kopko@bird.co>;

Cc: Pazuchanics, Alexander <alexander.pazuchanics@pittsburghpa.gov>; Miles Schuck <mschuck@bird.co>; Clint Johnson <clint@bird.co>;

Yes thank you Alex--We look forward to the conversation!

Cameron Kilberg  
Senior Manager, Government Affairs  
BIRD  
571-214-8611

On Tue, Jul 24, 2018 at 9:15 AM, Matthew Kopko <kopko@bird.co> wrote:

Thank you very much Alex. We of course would be glad to chat sooner than later. If there is any chance we could be talking early August, we are prepared to do whatever it takes to get you all the information you need.

All my best,  
Matt

On Tue, Jul 24, 2018 at 8:59 AM, Pazuchanics, Alexander <alexander.pazuchanics@pittsburghpa.gov> wrote:

Thanks, all! I'm in receipt of the application, and look forward to finding a time to connect on it soon. I've been in touch with Marios about getting a date on the calendar for an in person conversation in a few weeks, and will follow up with questions. I'm particularly interested in understanding the lessons you've learned and how you have iterated over the last few months.

Alex Pazuchanics

Assistant Director of Planning, Policy, and Permitting

Department of Mobility and Infrastructure

City of Pittsburgh

412-639-8423 (m)

*Who's working in my street? Find out on Burgh's Eye View*

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**From:** Miles Schuck <mschuck@bird.co>

**Sent:** Friday, July 20, 2018 11:01:34 AM

**To:** Pazuchanics, Alexander

**Cc:** Matthew Kopko; Cameron Kilberg; Clint Johnson

**Subject:** Bird Pittsburgh Permit Application

Good Morning Alex,

My name is Miles Schuck and I work in government relations for Bird, a low-speed, electric scooter sharing company based in Venice, California. I know you have already spoken with our Director of Public Policy, Matt Kopko. I have attached a Permit Application which was compiled in response to the Ordinance passed on July 2nd, 2018 that provided the Director of the Department of Mobility and Infrastructure the authority to regulate and issue permits to dockless mobility companies.

We believe that Pittsburgh and Bird fundamentally align in our respective desires to create, grow and support affordable and environmentally-friendly transportation solutions. Our hope is to work with the City of Pittsburgh to offer Bird's scooters in neighborhoods throughout Pittsburgh.

Please let me know of any questions and/or when you would like to set up a meeting for additional discussion. Bird greatly respects the forward-thinking vision of the leaders of Pittsburgh and we are excited to bring a sustainable, affordable transportation option to Pittsburgh, as we have successfully done in cities across the nation!

Thank you for taking the time to read this email and our application,

Miles

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Miles Schuck  
646-236-1170  
**B I R D**

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Matthew Kopko  
Director of Public Policy  
(201) 394-9692  
**B I R D**

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Cameron Kilberg  
Senior Manager, Government Affairs  
**BIRD**  
571-214-8611

# Pittsburgh Permit Application

Miles Schuck <mschuck@bird.co>

Fri 7/20/2018 10:55 AM

To: Ricks, Karina <karina.ricks@pittsburghpa.gov>;

Cc: Matthew Kopko <kopko@bird.co>; Cameron Kilberg <ckilberg@bird.co>; Clint Johnson <clint@bird.co>;

1 attachments (3 MB)

Bird Pittsburgh Permit Application.pdf;

Good morning Director Ricks,

My name is Miles Schuck and I work in government relations for Bird, a low-speed, electric scooter sharing company based in Venice, California. I have attached a Permit Application which was compiled in response to the Ordinance passed on July 2nd, 2018 that provided the Director of the Department of Mobility and Infrastructure the authority to regulate and issue permits to dockless mobility companies.

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Thank you for taking the time to read this email and our application.

--

Miles Schuck  
646-236-1170  
B I R D

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PITTSBURGH PERMIT APPLICATION

**B I R**



## **Introduction**

We are writing this application in response to the ordinance passed on July 2nd, 2019, Code of Ordinances, Title IV: Public Places and Property, Article I: Public Rights-of-Way.

Outlined below are our plans regarding where we would launch and operate in Pittsburgh and operations.

## **Bird in Pittsburgh**

Bird looks forward to offering our services in the City of Pittsburgh, Pennsylvania. We offer electric scooters of the kind that Bird offers due to its population demographics, car-friendly transportation, and desire to be an innovative force within the transportation industry.

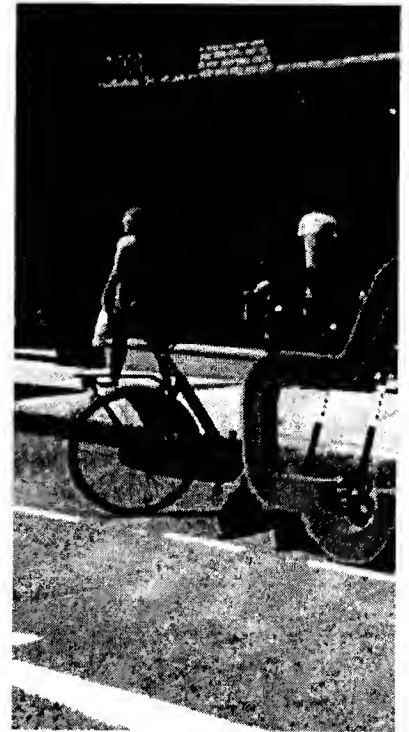
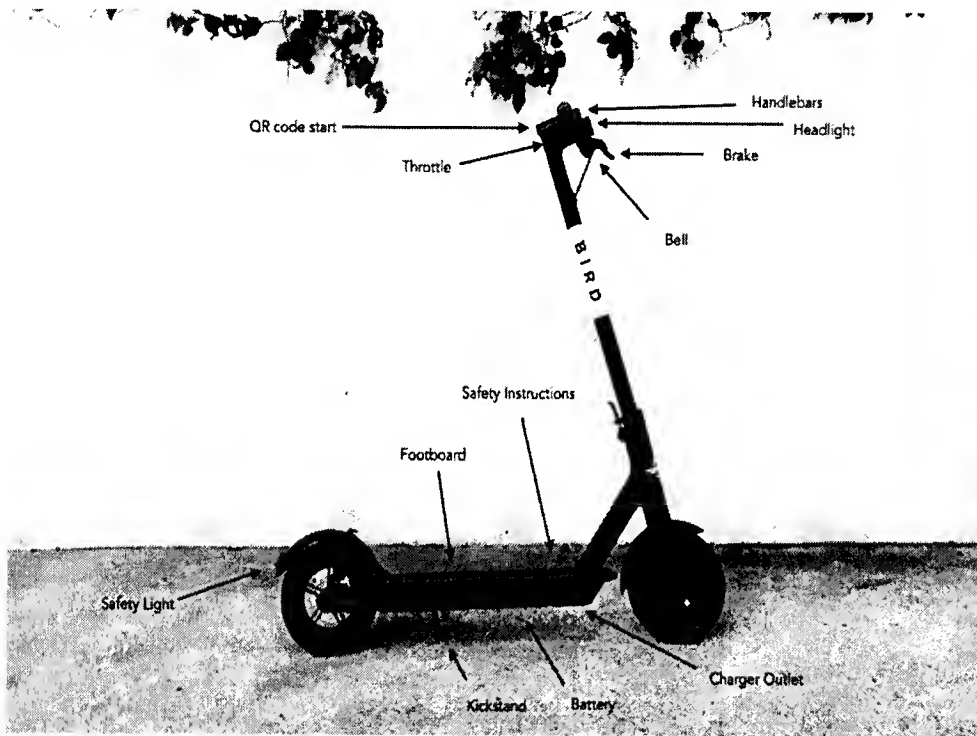
We are happy to work with the City of Pittsburgh to determine the appropriate neighborhoods and locations where they can be operated.

While we can delve into greater detail regarding our operations closer to launch, we will provide a list of potential launch options. Please note, we make every effort to offer our scooters in all areas of the city.

- Oakland
- Shadyside
- Bloomfield
- Squirrel hill
- Brighton Heights
- Lawrenceville
- Downtown
- South Side Slopes
- Beltzhoover
- Bon Air
- Larimer
- Homewood
- Lincoln
- Hill District

## About Bird

Bird is a last-mile electric vehicle sharing company dedicated to bringing affordable solutions to communities across the world. It is the first company in the world to provide a vehicle that can be accessed via smartphone. Birds give people looking to take a short journey from the subway or bus a way to do so that does not pollute the air or add to traffic.



Our vehicle is completely electric and provides a comfortable yet efficient ride. Our scooter will get any rider to their destination on time. The four-digit identification can be easily scanned with a mobile phone in order to start the ride.

## **Current Bird Operations**

Bird began operations in Santa Monica in 2017. Bird currently operates in Arlington, Dallas, Kansas City (MO), Los Angeles, Memphis, Milwaukee, Minneapolis, Oakland, Santa Monica, Scottsdale, St. Paul, Tempe, and Washington DC. We will be launching

## **Maintenance**

Bird uses contract "Chargers" and "Mechanics" (hired from the local population) 24/7. At night, Chargers remove all Bird scooters from city streets and sidewalks for overnight storage. When Bird scooters are returned to their "Nests" (groups of three scooters placed in a designated area), they are serviced, and fully charged to ride.

Bird riders also rate the quality of their ride, which signals to Mechanics if repairs are needed. Riders are prompted to rate the quality of their ride on a scale of 1 to 5 stars and provide feedback with comments related to the scooter's functionality. Scooters deemed "damaged" are taken out of service for others to ride, while a Mechanic is deployed to the scooter to perform repairs. Simple repairs like tightening bolts or may be more involved repairs and taken to a Mechanic's workshop. Scooters unable to be repaired by a local Mechanic are shipped back to our warehouse in Los Angeles for diagnosis, if the scooter is deemed unrepairable, parts are salvaged and repurposed. Parts beyond repair are properly disposed of from our Southern California warehouse policies.

# Operations

## *Hours of Operation*

Bird scooters are available to ride from approximately 5am to 9pm.

## *Pricing Plan*

Birds cost \$1 to unlock and 15 cents per minute to ride.

Bird offers a low-income plan that waives the \$1 fee to unlock, so riders only pay normally cost \$1.90 now costs \$0.90). There are no additional sign-up fees or other features to our low-income plan by collaborating with cities on other payment plans. 15 minutes of free ride time each day for qualified riders and a cash payment option.

Bird's low-income plan is available to anyone currently enrolled in or eligible for a city's low-income plan. To enroll in Bird's low-income plan, users simply have to email proof of enrollment in a qualified city's low-income plan to [city@bird.co](mailto:city@bird.co). Approval takes between two and three days.

## *Storage*

Each night, Bird scooters are removed from the street by our Chargers so they can be inspected. Birds are then placed in an orderly fashion every morning in pre-designated zones and on private property (with the permission of property owners).

## *Deploying, Redistributing, and Charging Scooters*

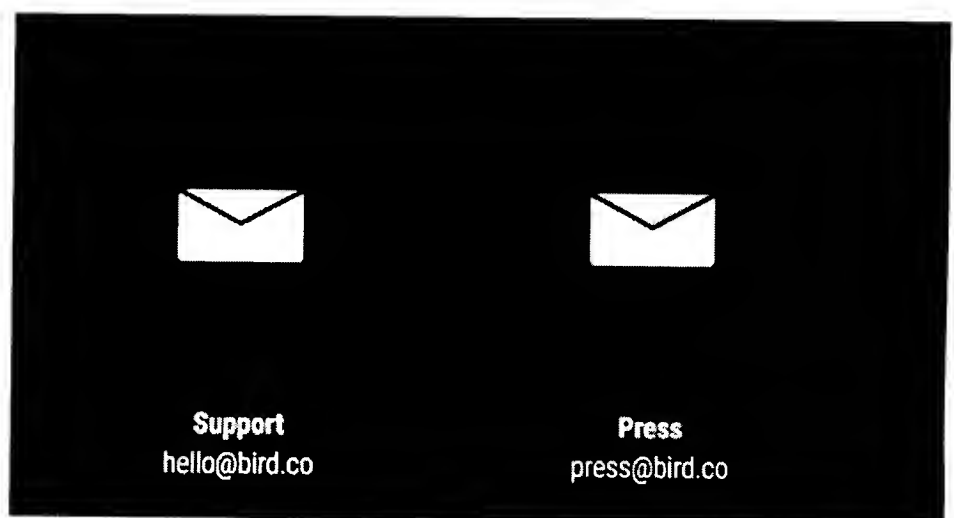
Bird retains the services of local individuals in each city to engage in daily deployment. Chargers with the safe collection, charging, cleaning, inspection and storage of Bird scooters in an orderly fashion in designated Nests, typically located in high ridership or retail centers, and educational institutions.

Bird scooters are equipped with GPS and a "brain" that alerts our system if the battery is low. Birds with a low or dead battery switch over to collection mode (to be retrieved by staff). After 9pm, regardless of battery life, Birds turn over to collection mode. This is programmed manually. The battery life of the scooters is monitored by staff at Bird Headquarters.

Throughout the course of the day, scooters will naturally make their way around the city. At the end of the day, scooters are switched over to collection mode at the end of the day, the scooters are placed in "Charger Mode" that our regular riders cannot access and informs them that the scooter is in collection mode.

## *Complaints Process*

Each Bird scooter is tagged with a 4-digit ID number, making it easy for members and for us to follow up and identify the most recent user of a particular scooter. Bird has a dedicated support team in San Francisco and Los Angeles, California. They provide support via phone, in-app chat, and email across the country. Support is available 24/7. Support staff are deployed to assist with rebalancing and to charger support and chargers or staff are deployed to assist with rebalancing.



## *Helmet Distribution Strategy*

Safety is Bird's top priority. In the Communications and Outreach Plan section of the plan, we share our comprehensive approach to promoting safe riding behavior. Providing helmets is one component of our approach to safety, and to date Bird has given away over 10,000 helmets. Riders can request a helmet be shipped to them via our app, and we often partner with local community organizations to put on safety events with helmet giveaways once we launch.

## *Local Operation Contact Information*

We do not yet have anyone on the ground in Pittsburgh nor have we identified storage locations. Upon launch - if we set up physical operations within the City of Pittsburgh - we will have more information. For more information, please contact:

Miles Schuck  
[mschuck@bird.co](mailto:mschuck@bird.co)  
646-236-1170

## *Customer Service Operations*

Our customer service operations are run out of Southern California. Bird's 24-hour customer service number is 1.866.205.2442, and riders can also report any safety issues or maintenance requests through our app. Translation services are available through our customer service team in multiple languages, with more being added each week.

# Communication and Outreach Plan

## *User Education*

Safety is Bird's top priority. We educate our riders using multiple channels on how to their own safety and the safety of others. This is particularly emphasized around issu furniture zone. All scooters in our fleet are speed-capped at 15 mph, as compared t and other electric scooter services, which can travel as fast as 30 mph.

Through our app, on our website, and on the footboards of each Bird, riders are infor by affirming that they are 18 years old or older and will wear a helmet when riding. E upon request. Our app includes a list of state and local laws by which they must abic communicate laws and ordinances, such as areas where riding is expressly banned

To ensure Bird riders are parking scooters properly and not obstructing entrances to we have an added requirement in our app that all users photograph their Birds after





## *General Public Communication*

We also deploy Bird Safety Teams to engage the general public along with riders, about safe riding and parking. Safety Team members are expected to have a positive, outgoing attitude, as well as a diligent and detail-oriented work ethic.

Bird representatives also make every effort to attend public meetings and community events, particularly those focused on shared safe streets, and cycling and pedestrian activities. We are always interested in hearing from the public how we can work best with your city and we welcome all input. Currently Bird communications are available in English and Spanish with expansion under way.

Key tasks performed by the Safety Team include:

- Meet riders by intersections to inform them of safe riding practices.
- Offer safety advice and encourage all riders to wear helmets.
- Demonstrate how to use the app and explain system use.
- Help navigate complaints and instruct on how to report them.
- Remove Birds from the public right-of-way and park properly in safe location
- Engage with the public as a representative of Bird: answer general questions

## **Data Sharing Agreement**

At the time a permit is issued, Bird agrees to provide the City of Pittsburgh access to locations of all scooters in the right of way, to be provided within a reasonable time

## **Conclusion**

Overall, we believe that Pittsburgh and Bird can be natural partners in the push to find solutions.

The City of Pittsburgh's demonstrated commitment to innovative approaches to public transit. The City has already developed an extensive transit system that has emphasized safety and efficiency. Bird can offer additional support and options in these areas, as well as many other areas.

We appreciate your taking the time to read this application and we look forward to discussing it with you on the phone or in-person. Our team is happy to fly out to Pittsburgh to discuss at the

